

# Business Voice

LAS VEGAS METRO CHAMBER OF COMMERCE | [LVChamber.com](http://LVChamber.com) | FEBRUARY 2017



# WHY BUSINESS MATTERS

Las Vegas Metro Chamber of Commerce



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# Why Business Matters

**KRISTIN MCMILLAN  
PRESIDENT & CEO**



**T**

he Legislative Session is now upon us. While our government affairs team stakes its presence in our state's capital and our team at Fennemore Craig begins its work alongside them to ensure the voice of business is heard throughout the halls of the Legislature, the Metro Chamber

will be there, in Carson City, in the halls of our capitol, keeping you up-to-date every step of the way.

The Metro Chamber's job is to fight against state policies that harm economic growth and expansion for employers and entrepreneurs. We raise our voice in support of the bills that align with our mission of helping businesses succeed, and raise our voice in opposition against legislation that would impede your future growth. In this issue, you'll read about the priorities of the Metro Chamber, how they align with our mission, and why business matters to the success of our communities and our economy. And you'll also read about the underlying principles of what we stand for to create a healthy environment for our local employers and entrepreneurs to succeed, grow, and thrive.

The Metro Chamber stands for less regulatory burden, so you – our state's job creators – are not punished for propelling the economic engine of our community. We stand for more efficiency in government, so processes that affect your operations are conducted in a transparent and effective manner, and so your business is better off next year than last. We stand for building our future workforce, and fulfilling the needs of our current – and future – employers and employees, and ensuring they have the proper training to land the jobs required in a global economy. We stand for keeping local money local, and ensuring that the government procurement process recognizes the contributions of our local businesses. We stand for your opportunities, your growth, and your business every day.

We do not take lightly the responsibility we have to you. As the voice of business, we must ensure that our voices are broad and speak for the betterment of employers and entrepreneurs throughout our state. This is your livelihood, your investment, and your place of business – and it is our home. And our number one priority in Carson City is to ensure that your voice, your problems, and your concerns are heard clearly – and loudly – and more than just heard, but acted upon in an efficient and effective manner. Your opportunities for growth, job creation, and development should have the right environment to thrive, and we are there to defend those opportunities and set into action a course that enables you to realize any avenue of growth and development.

Together, let's make sure the voice of business is heard loudly and clearly in the halls of our Legislature.

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Business Voice

VOLUME 38 NUMBER 2

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The *Business Voice* (USPS #717-970) is published by The Las Vegas Metro Chamber of Commerce, 575 Symphony Park Ave., Ste. 100 Las Vegas, NV 89106

Annual Subscription \$25  
Periodical postage paid at Las Vegas, NV

POSTMASTER:  
Send address changes to:  
The Las Vegas Metro Chamber of Commerce,  
575 Symphony Park Ave., Ste. 100  
Las Vegas, NV 89106

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#### EDITORIAL POLICY:

The *Business Voice* is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 575 Symphony Park Avenue, Suite 100, Las Vegas, NV 89106.

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WHY BUSINESS MATTERS



PREVIEW LAS VEGAS



CHAMBER'S FEDERAL TEAM CHECKS IN



KNOW THE NUMBERS



LEGISLATIVE RESOURCES



MEMBER NEWS



RIBBON CUTTINGS



VEGAS YOUNG PROFESSIONALS

# Chamber News



## Register Now! Business Power Luncheon with U.S. Senator **Catherine Cortez Masto**

U.S. Senator Catherine Cortez Masto will be the featured speaker at the first Business Power Luncheon of the year on Thursday, February 23. Join the Metro Chamber as Senator Cortez Masto discusses important business issues before Congress now, the business and political climate, and policy topics relevant to Nevada business owners. This is Senator Cortez Masto's first address to the business community since she won office in November, and is an event not to be missed. For more information or to register, visit [LVChamber.com](http://LVChamber.com) or 702.641.5822.

## Carson City Call Debuts!

Join the Metro Chamber for its newest webinar series, the Carson City Call, which is designed to keep you and your business engaged and informed during the 2017 Legislature. The Carson City Call is a new way for all members to stay informed of legislation and policies that could potentially impact their businesses. The 30-minute monthly conference call will be held on the first Tuesday of each month during the legislative session, unless otherwise noted. The first Carson City Call will be held Tuesday, February 7, from 11:00 - 11:30 a.m. For more information or to register, contact Danica Torchin at 702.586.3834 or [dtorchin@lvchamber.com](mailto:dtorchin@lvchamber.com). Please note, you must register in advance.

## Join Us for a Special **Cocktails & Conversations** with Nevada Attorney General Adam Laxalt

Mix and mingle with Nevada's leaders at the Metro Chamber's next Cocktails & Conversations, a special luncheon roundtable with Nevada Attorney General Adam Laxalt. This is an opportunity for you to hear first-hand from Attorney General Laxalt about the issues impacting our state and the business community, and engage in a dialogue about topics important to you and your business. Cocktails & Conversations is a fundraiser for BizPAC, the Chamber's bipartisan Political Action Committee, with 100 percent of your contribution going toward advocacy efforts on behalf of your business. Cocktails & Conversations will be held Friday, March 17, from 11:30 a.m. - 1:00 p.m. at Tommy Bahama in Town Square. Tickets for this special roundtable are \$250 per person. For more information, visit [LVChamber.com](http://LVChamber.com).

## Leadership Las Vegas & Leadership Advance: **Applications Now Open!**

Applications are now open for the Leadership Las Vegas and Leadership Advance. Leadership Las Vegas is the premier executive development program in Southern Nevada that gives executives and accomplished professionals an opportunity to learn about the inner workings of the Las Vegas Valley, enhance their leadership skills, and join a network of leaders dedicated to improving our community.

Leadership Advance is designed especially for emerging leaders and mid-level professionals, giving them special skill-based training to strengthen leadership and management skills, in addition to the in-depth community education participants also receive. For more information on Leadership Las Vegas and Leadership Advance, and to apply, visit [Leadership.vegas](http://Leadership.vegas).

The logo features a stylized 'X' icon on the left, composed of four colored segments: green (top-left), blue (top-right), white (bottom-left), and blue (bottom-right). To the right of the icon, the word 'Eastridge' is written in a large, bold, blue sans-serif font. Below 'Eastridge', the words 'WORKFORCE SOLUTIONS' are written in a smaller, green, all-caps sans-serif font.

# Eastridge

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**Workforce Management.**  
**Workforce Recruitment.**  
**Workforce Technology.**

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# News You Need



## Clark County Offering Free Legal Education Classes through April

Clark County is offering eight free legal education classes at the Clark County Law Library, located at 309 S. Third Street, Suite 400, now through April. Classes include tenant's rights, estate planning, identity theft, employment law, criminal records sealing and civil rights restoration. You must be a Clark County resident to attend many of these classes. For more information on class dates, times, and how to register, visit [clarkcountynv.gov](http://clarkcountynv.gov).

## Key 2017 Tax Filing Changes



The IRS is giving employers and individuals the information they need to get ready to file their 2016 federal income tax return. The IRS is reminding individuals to check on the status of or renew their Individual Tax Identification Number (ITIN), by visiting [irs.gov/ITIN](http://irs.gov/ITIN). Also detailed by the IRS is what you need to know and do for receiving your tax refund, which the IRS will begin to release beginning February 15. If you are filing taxes electronically, it is also important that you know your 2015 Adjusted Gross Income (AGI). Additionally, to better protect taxpayers, the IRS recently upgraded its identity verification process for certain online self-help tools. For more information about the ways to stay ahead of the game this filing season, visit [irs.gov](http://irs.gov).

## U.S. Chamber 2017 Agenda



The U.S. Chamber of Commerce recently issued its agenda to promote jobs, growth, and opportunity in 2017. The U.S. Chamber will focus its resources and expertise to advance a series of policy priorities that will help revitalize the American economy, create jobs, spur growth, and lift incomes. The agenda is built on the belief that the nation's best days are far from over; they are yet to come. Some of the priorities include economic competitiveness, health care and environmental regulations, international trade and investment, cyber security, and cultivating a competitive workforce. For a full list of the U.S. Chamber's 2017 Agenda, visit [uschamber.com](http://uschamber.com).

## City of North Las Vegas Offers New Self-Certification Program



The City of North Las Vegas recently introduced a new self-certification program that will assist in accelerating the traditional plan review process for eligible development projects. Benefits of the program include reduced construction timelines, permits received in four working days, and a higher level of client service. Self-certification is designed to promote local firms and drive local business, and is now available for Nevada-licensed architects, engineers, civil engineers, and landscape architects. There is a one-day training class (the first one is March 21) to qualify, and the self-certification is valid for three years for those professionals in good standing. For more information or to register, visit [cityofnorthlasvegas.com](http://cityofnorthlasvegas.com).

# For Your Benefit

## FREE for Employees! Nevada Drug Card Has Saved Nevadans More than \$57 Million

Nevada Drug Card, the free prescription assistance card available to all Nevada employers, their employees and families, has surpassed **\$57 million** in savings since its inception in 2008. The card can be used at thousands of pharmacies nationwide on both brand-name and generic prescriptions. Employers incur no cost for offering this benefit to their employees and their families, and Nevada Drug Card will not sell patient information. Cards can be generated anonymously online, through the Nevada Drug Card app, or by requesting hard copy cards. In addition, cards can be used regardless of insurance status, as the cards work on a best price guarantee. The program also supports and helps fund Children's Miracle Network hospitals in Nevada, ensuring that your prescription dollars go even further in the community. For more information on Nevada Drug Card and enrolling in the program, contact Suzanne Domoracki at [suzanne@nevadadrugcard.com](mailto:suzanne@nevadadrugcard.com) or visit [nevadadrugcard.com](http://nevadadrugcard.com).

### THE COST OF PEDIATRIC HEALTH



4 out of 5 deaths in children under age 5 are caused by infectious, neonatal, or nutritional conditions

**10,380**  
PER YEAR

Approximately 10,380 children under the age of 15 will be diagnosed with cancer in 2016.

**5.5%**  
WITHOUT INSURANCE

5.5% of children under 18 years old don't have health insurance.

**Ways to Get Help**



Talk with your doctor



Vaccinate your children. Immunizations save lives.



Learn more about Pediatric Health



Save on medications with Nevada Drug Card

Savings with Nevada Drug Card		RETAIL PRICE	DISCOUNTED PRICE	% OFF
Azithromycin 100mg/5ml	15ml (1 bottle)	\$40.94	\$31.49	22%
Montelukast 10mg TAB	30Qty	\$36.52	\$33.16	9%
Vigamox 0.5%	3ml (1 bottle)	\$187.29	\$162.67	13%
APAP/Codine 120/12mg	5ml (1 pack)	\$18.22	\$6.44	65%
Methylphenidate HCL 5mg TAB	30Qty	\$19.90	\$13.27	33%
Mupirocin 2% Cream	15g (1 tube)	\$154.92	\$87.05	44%
Dextroamph/Amph 20mg/TAB	30Qty	\$45.60	\$32.90	28%

\*Discounted prices were obtained from "Without pharmacy" in September 2016. Prices vary by pharmacy and region and are subject to change.

**For More Information**



For more information or to order hard cards, please contact:  
Suzanne Domoracki  
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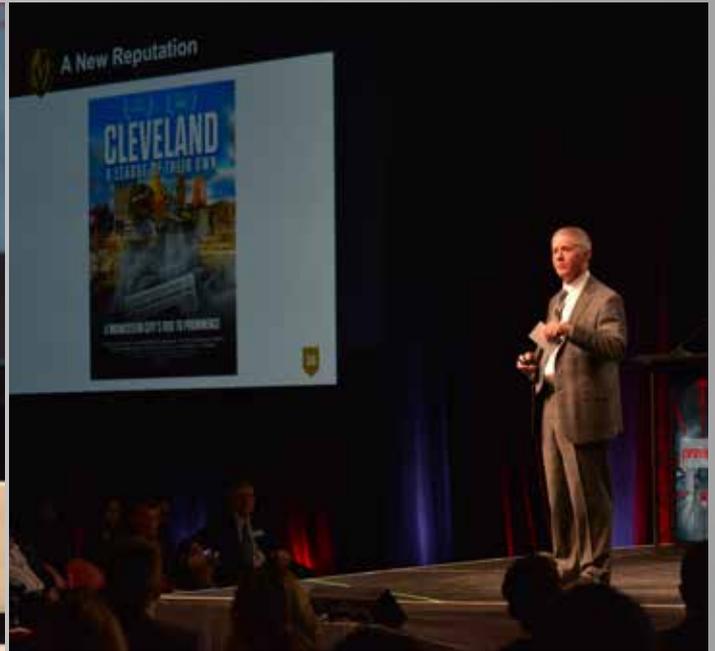
# Your Scene | You're Seen

## PREVIEW LAS VEGAS

Preview Las Vegas 2017 took over the Thomas & Mack Center and the Cox Pavilion for a half-day of key data, information, and insights to power business leaders' success in 2017. About 1,900 attendees, exhibitors, and volunteers heard the latest on the Las Vegas market and what to expect in 2017 from Kerry Bubolz, President of the Vegas Golden Knights and Nehme Abouzeid, Chief Marketing Officer and Senior Vice President of the Vegas Golden Knights; Dr. Robert Lang, Executive Director of Brookings Mountain West and Dr. John Hudak, Deputy Director of the Center for Effective Public Policy at the Brookings Institution; Steve Hill, Director of the Nevada Governor's Office of Economic Development, Brian Gaumer, Director of Test and Development for Hyperloop One, and Marcelino Ford-Livene, General Manager of Programs and Alliances for Worldwide Affairs Group, Intel Corporation; Clark County Commissioner Lawrence Weekly; and Mike PeQueen, Managing Director and Partner of HighTower Las Vegas and John Restrepo, Principal at RCG Economics.

Thank you to the sponsors, exhibitors, and attendees who made Preview 2017 a dynamic production!





# WHY BUSINESS MATTERS

## The Las Vegas Metro Chamber of Commerce 2017 Legislative Agenda



# ESS ERS

## **SO WHAT ARE THE PRINCIPLES THAT THE METRO CHAMBER STANDS FOR?**

### **Less Regulatory Burden**

The Metro Chamber stands for ensuring that job creators are not punished. Again, as our economy recovers and businesses begin to grow, any regulation must make common sense and be effective, efficient, and enforceable. We will contest any unnecessary or burdensome regulation that would be a barrier to growth, profitability, and jobs or have a disproportionate impact on business. Where regulation is appropriate, we press for fair and balanced guidelines so the business community in general or specific industries are not unfairly or disproportionately targeted and can fairly compete.

### **More Efficiency in Government**

The Metro Chamber stands for you every day, at every level of government, to make sure businesses will be better off next year than last. As our economy continues to rebuild, you – our job creators – must have every opportunity to grow and succeed. We must have transparent, efficient, predictable, and effective processes for licensing, inspections, and any other government requirement that would affect a business' operations. We are vigilant in protecting against inefficient government spending and advancing greater government accountability – whether it be at the local, state or educational institution level.

### **Building our Future Workforce**

The Metro Chamber stands for a vibrant economy and a healthy community. We need to do everything within reason to fulfill current and future employer needs and attract more advanced industries to our communities by better preparing our students for the jobs of the future. The Metro Chamber pushes for a myriad of education reforms, including modernizing our higher education system so that universities and community colleges can align their programs more closely with the needs of employers. As businesses are the largest customer of our public school system, your voice needs to be heard on where your current and future needs are. You are the job creators of our state. The Metro Chamber acts as not only a convener, but as a microphone, for the voice of our region's employers. That voice is for a stronger Nevada, which allows Nevada's employers, employees, and families to prosper and succeed.

### **Keeping it Local, Keeping it in Nevada**

The Metro Chamber stands for local money staying local. Our employers need to be rewarded for their efforts and it is time to level the playing fields. Our local businesses are paying fees and taxes – making investments in facilities, infrastructure and systems

As the Nevada Legislative Session convenes on February 6, the Las Vegas Metro Chamber of Commerce will be there from Day One as **the voice of business** to stand up for pro-business and job-promoting legislation, and to **stand up against legislative bills** that will increase the cost of doing business and hinder economic prosperity for Nevada's employers and their employees. This is what the Metro Chamber stands for every day as our number one priority.

The Metro Chamber has a strong legacy of protecting its members by combating state policies that harm economic growth and expansion for employers and entrepreneurs. We are your eyes and ears and your boots on the ground against legislation that would hurt your future growth. We are on the lookout for bills that line up with what we stand for so we can support them and, to the contrary, go against what we stand for so we can fight them.

that power our community and lay the foundation for more local jobs. We must make sure the government procurement process is designed to recognize the investment and contributions that our Nevada businesses are making. We can do this by fighting for laws and regulations that will give our local businesses a fairer opportunity to compete for government contracts. The Metro Chamber is also committed to providing resources to our local businesses to educate them on how to better compete for these contracts.

**Being your unrelenting voice** for these opportunities is the Las Vegas Metro Chamber of Commerce's objective every day. We are the voice of business – your business, and that is what we stand for. We respect the contributions you make to Nevada's economy and we are here to defend you as the foundation of Nevada's economy. Without you, Nevada would not be the great state that it is today.

During the legislative session, the Metro Chamber will command a presence in Carson City to work alongside Governor Brian Sandoval, legislators, and other organizations and stakeholders to advance a legislative agenda that protects businesses from harmful legislation that impedes economic growth, and supports legislation that provides the opportunities for our businesses to realize the growth necessary to expand, diversify, and move our communities forward.

#### **WHY BUSINESS MATTERS:**

At the center of a well-rounded and dynamic community is the success of its businesses, its employers, and its employees. Protecting our business community's livelihood, and creating opportunities for employers – and therefore, their employees and families – to succeed, is critical to the future success of our region. Prosperous communities with revenues for education, infrastructure, necessary improvements, more jobs, and development opportunities begin with businesses that have the best environment to thrive. **And that is why business matters.**

Fighting for these opportunities and that environment is the Las Vegas Metro Chamber of Commerce. During the legislative session, the Metro Chamber will be the voice of business – large and small – as it has been for more than a century, leading the way to put into place meaningful, common sense legislation that will help our community grow, and combat laws that mean to add unnecessary costs and onerous burdens on our businesses, which are the very fabric of our state's economy. Nevada's employers are the job creators of our state; they employ Nevada's families and they invest to better our communities because it is the right thing



to do. The Metro Chamber is currently tracking more than 600 bills on behalf of its members, and will be a powerful voice in Carson City to give our businesses the operating environment and opportunities they deserve. **We are your voice and your champion in the halls of Carson City.**

#### **OVERALL BUSINESS CLIMATE**

**Why Business Matters: A predictable and stable regulatory environment is conducive to growth and expansion: this is essential to Nevada's communities and economy. By standing up for employers, entrepreneurs, and a fair approach to employment matters considered by the 2017 Legislature, we send the message that Nevada is a pro-prosperity state, increasing our opportunities for economic advancement. We are your voice of economic freedom.**

Keeping Nevada a pro-prosperity state is key to future



The Metro Chamber is committed to advocating on behalf of the Nevada business community to ensure **employers' rights** with hiring and labor practices are not compromised by egregious, draconian legislation that weakens their rights to create a productive and positive work environment for employees. The Metro Chamber will support initiatives that reduce the burdens on business, while supporting efforts that foster economic competitiveness between Nevada's employers. As is true throughout the country, small businesses are essential to a strong and robust economy and are the economic drivers of the state's job growth. Businesses, both large and small in Nevada, need a statewide business climate that is predictable and encourages them to grow their business, which includes putting more Nevadans back to work. The Metro Chamber believes there should be collaborative and comprehensive efforts to identify and support workforce development initiatives, training programs, and other courses for strengthening skill sets required for today's - and tomorrow's - workforce. These initiatives will help grow a healthy community and support the progress that we have made in our state's economic recovery these last few years. We need to move forward, not go backwards for the sake of Nevada's families.

The Metro Chamber played an early and active role in passing **construction defect reform** in 2015, and will fight during this session to ensure it is upheld. The measures adopted in 2015 were necessary to restore clarity to the process, encourage prompt resolution of disputes, reduce litigation costs, and provide procedures that are understandable to all interested parties. These types of reforms will continue to assist in the recovery of the residential construction sector, not just in Southern Nevada but the entire state. The recovery means more good paying jobs in the construction industry, this means more Nevadans being put back to work and employers helping their employees to have a better quality of life. ***This is why business matters.***

### **HIGHER EDUCATION**

**Why Business Matters: A strong, healthy, and diverse higher education system produces a quality workforce, which benefits the business community, as its employees and future entrepreneurs. By strengthening our community college system and championing the UNLV School of Medicine, we solidify Southern Nevada as a competitive place to live, work, and do business.**

**Workforce development issues** continue to persist in Nevada, and community colleges will play an important role in aligning workforce needs with educational

business growth and expansion. In 2015, several tort reform bills were passed, helping to move Nevada in line with 42 other states in terms of legal climate. **A fair and predictable legal climate for employers is important to job creation and business growth.** Two major pieces of tort reform legislation passed will need to be safeguarded against potential repeals, including the changes to trespass liability, which removed the burden of liability from business owners for what happened to an individual on their premises when the person had no invitation, permission, or license to be there. In 2015, the bond amount required for a business to post when appealing a civil judgment was capped, simultaneously increasing Nevada's business friendliness in regards to legal climate and freeing up dollars for economic growth and job creation. Such tort reform measures were critical to improving Nevada's competitiveness in the marketplace, and progress should not be hindered. We must move forward with these reforms in place.



our community. It is a reality because of our unified efforts as a community. Continuing its legacy, the Metro Chamber will continue to be a vocal and proud advocate of the first public allopathic medical school in Southern Nevada and support efforts to secure the necessary funding for the operation of the medical school. UNLV's medical school - as well as the two private medical schools in Southern Nevada, Roseman University College of Medicine and Touro University - are essential to the health and well-being of our community. As Las Vegas currently ranks at the bottom of the list of physicians per capita and health care delivery systems, it is important to strengthen this key component of our higher education and health care sector through important initiatives such as Graduate Medical Education (GME). Keeping more of these students in Southern Nevada to deliver quality care through residencies and jobs, we become a more attractive environment for new and expanding businesses, as well as talent recruitment. ***This is why business matters.***

### ***K-12 EDUCATION***

**Why Business Matters: As the largest customer of the public school system, the business community should support its public schools and work collaboratively with stakeholders to identify ways of assisting, developing, and preparing students for the future workforce, as well as opportunities for entrepreneurship. K-12 education is also a key driver of economic competitiveness, helping to attract businesses to move to Nevada, recruit talent, and reinforce business optimism.**

The Metro Chamber has a strong history of engaging with **K-12 education efforts and initiatives** on a legislative level. The Metro Chamber is encouraging legislators and stakeholders to examine the recommendations put forward to Governor Brian Sandoval from the Spending and Government Efficiency (SAGE) Commission for the System of K-12 Public Education, as required by the 2015 Legislature. The recommendations include increasing productivity and efficiency in the K-12 education delivery system, reducing costs, and improving the K-12 public education system. In particular, the Metro Chamber believes that spending in the K-12 education system should be focused on the priorities that will help create jobs and move the regional economy forward, in turn generating more revenues for our communities.

The Metro Chamber, during the 2015 legislative session, spoke often about the need for transparency, accountability measures, and performance measures within the K-12 public education system for the benefit of Nevada's hardworking taxpayers. During this session, the Metro Chamber will continue to emphasize the

and training programs to better prepare students and employees. During the 2017 legislative session, the Metro Chamber will continue to champion higher education reform, ensuring our community colleges are able to work strategically with employers and act responsibly to their needs. A higher education system focused on workforce development can give our state a strong competitive advantage in terms of economic development and wage growth opportunities. It is important for the business community to engage to support the measures that will align these efforts and create this competitive edge. This will create a stronger workforce, a stronger economy, and a stronger Nevada.

During the 2015 Legislature, the Metro Chamber was an early champion and staunch supporter of the funding for the UNLV School of Medicine, which will welcome its first students this fall. This was a major achievement for Southern Nevada. Just a few years ago, the UNLV School of Medicine was just an idea and inspiration for

*James G. Givens, president of the Las Vegas Chamber of Commerce in 1912, stated in one of the first recorded meetings of the Chamber, “We cannot stand still: we go either forward or backward, and it is up to us now to enter upon a period of increased progress and activity...it is incumbent upon us...to work for such purposes for the common good, and I promise you that... if all work together, all help and do their duty, there will be a measure of growth and expansion here never before experienced.”*

importance of maintaining and strengthening those measures to support specific programming at local school district levels.

As in previous sessions, the Metro Chamber will be at the table to work with Governor Sandoval and lawmakers, but businesses cannot be asked to carry the burden alone. Businesses are already paying their fair share, and we cannot risk a tipping point that will harm employers, limit economic investment, and curtail job growth - in short, hurting Nevada families. Nevada's tax structure needs to be equitable, transparent, simple, and stable, for the benefit of Nevada's employers and Nevada's families. ***This is why the Metro Chamber is your voice in Carson City, and this is why business matters.***

#### **GOVERNANCE**

**Why Business Matters: By ensuring Nevada has its fair share of federal grants, we increase our competitiveness and ability to undertake new projects that will help our communities advance, increase diversification efforts, and bring new businesses, industries, initiatives, and talent to the state. Nevada businesses have a stake in where federal tax dollars go to ensure that Nevada receives fair and equitable representation. In addition, Southern Nevada should be fairly represented on state boards and commissions to ensure its voice - as well as**

#### **concerns and interests - are heard.**

On both a state and federal level, the Metro Chamber has identified increasing Nevada's **federal grants competitiveness**, as well as getting its fair share of federal grant dollars, as a priority. For decades, Nevada has been among the poorest performing states in terms of receiving competitive federal grants. These federal grants have many benefits, including funding much-needed enhancements to programs, projects, and services in health care, transportation, income security, education, job training, social services, community development, and environmental issues. According to Pew Charitable Trusts, increasing Nevada's position in per capita grants by just one spot (putting our state forty-eighth) would yield an estimated \$258 million in new funding. It also does this without adding any additional tax burden to businesses and residents, and essentially returns Nevadans' tax dollars back to their communities. During this session, the Metro Chamber will continue to be a leader in that dialogue and efforts to advance the case for Nevada and stress the need for a statewide grants management system to identify, track, and report grant funding; streamline the process for grant-related work plans; and eliminate roadblocks and limitations to pursue federal grants and increase flexibility to apply for federal grants.

The Metro Chamber also supports the **configuration of state board and commission seats** to better reflect the representation of the state's population. In 2013, the Metro Chamber supported the passage of Senate Bill 322, which increased Southern Nevada's representation to the Board of Directors for the Nevada Department of Transportation and the passage of Assembly Bill 410 in 2015, which ensured that the Nevada Real Estate Board had membership proportional to the population centers of the state. As additional opportunities arise, the Metro Chamber will work to ensure Southern Nevada is adequately and fairly represented. This is important as Southern Nevada continues to be the economic engine of the state.

### **TRANSPORTATION INVESTMENTS**

**Why Business Matters: It benefits every resident and visitor of Southern Nevada to ensure that our roadways and modes of transportation are modern and efficient. A strong transportation system increases competitiveness for businesses looking to relocate or expand, and helps the entire Valley stay more connected. In addition, a modern transportation network is safer and allows for less congestion, better road safety, and more productivity. It also assists with shipping routes through our region, as less congestion means more efficient movement of goods.**

The Metro Chamber is a longtime supporter and partner in **fuel revenue indexing**, which passed on the November ballot. By ensuring local tax dollars stay in Clark County to fund necessary road improvements and expansions, we increase our competitiveness in the marketplace and become a more efficient and attractive place to do business, move people and products, live, and visit. Additional enhancements along our key transportation corridors will provide the opportunity to leverage our region's existing resources to stimulate job growth and expansion. The Metro Chamber encourages the continued collaboration and utilization of public-private partnerships in regards to transportation projects.

The Metro Chamber perseveres in regards to **transportation infrastructure investments** to ease congestion and make commuting more efficient for residents and visitors. This may include enabling language that allows the Regional Transportation Commission of Southern Nevada to expand its scope of intermodal transportation.

As Southern Nevada continues to evolve and expand, our transportation system must do so, as well, and the conversations and actions must be put into place now so we are not forced into a "catch up" situation with traffic congestion and commuters in the next decade. A strong transportation infrastructure is a key component to the continued revitalization of Southern Nevada.

Transportation projects are proven economic enablers and can serve as a catalyst for growth in Southern Nevada.

*If we pass pro-prosperity legislation and support strong, sound public policy initiatives that support Nevada's employers, we will build a stronger and more diverse Nevada that benefits our state's employers, employees,*



and their families. It is upon all of us to move forward and not go backwards during this legislative session. A strong business community is a strong Nevada, and a strong future is a cause for which our entire business community - small and large - can fight. Your voice as an employer matters. **Your voice as a Nevadan matters. And that is Why Business Matters.**



## **STAY VIGILANT. STAY ENGAGED. HERE'S HOW TO GET INVOLVED:**



Check your inbox. Each Friday, “The Rundown” will give the latest breakdown of which bills the Metro Chamber has been engaged with during the week at the Legislature, how it testified, and how you can support the Metro Chamber in its efforts.



The Carson City Call, a monthly webinar with the Metro Chamber’s government affairs team, will premiere this month. See page 20 for more details on the call, which gives you insights and information live from the Legislature. You will also have an opportunity to ask questions.



For President’s Club members, engage in the Paul Call, a biweekly conference call with Paul Moradkhan, the Metro Chamber’s vice president of government affairs, on the issues important to you and your business, and what’s happening in Carson City that could impact you.



Answer the call to action. Be on the lookout for specific calls to action via Carson City Alerts. The Metro Chamber will alert its members when a bill of particular importance to the business community will be heard, so you can contact your legislators and let them know you stand with the Metro Chamber and the business community. We are the voice of business - and collectively, our voices are strong, unified, and make things happen.



Engage on social media. The Metro Chamber will post regularly about what’s happening up at the session, so be sure to follow @lvchamber or on Facebook to see the latest.



Make a contribution to BizPAC, the Metro Chamber’s bipartisan political action committee. Hundreds of members, as well as Metro Chamber staff and volunteers, support this PAC to ensure the business community’s interests remain in front of our elected officials. Contributions help elect pro-prosperity candidates and ensure a business friendly operating environment in Nevada. For more information on donating, visit [LVChamber.com/bizpac](http://LVChamber.com/bizpac) or contact Maisie Rodolico at 702.641.5822 or [mrodolico@lvchamber.com](mailto:mrodolico@lvchamber.com).

# What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **FEBRUARY.**



Business  
Power  
Luncheon  
featuring  
U.S. Senator  
Catherine  
Cortez Masto

FEBRUARY **23**

## CHAMBER UNIVERSITY

**FRIDAY, FEBRUARY 3**  
Presence Analytics for Your Business  
**FRIDAY, FEBRUARY 10**  
Tax Strategies for Your Business

**7**

### **TUESDAY, FEBRUARY 7 CARSON CITY CALL**

Join the Metro Chamber for the Carson City Call, a new conference call designed to keep all Metro Chamber members engaged and informed during the 2017 Legislature. This call is a new way for members to stay ahead of legislation and policies that could potentially impact their businesses. The Carson City Call is a monthly conference call and is open to all Chamber members.

**11:00 - 11:30 a.m.**

Webinar - online only. Advanced registration required. Email [dtorchin@lvchamber.com](mailto:dtorchin@lvchamber.com) to register.

**7**

### **TUESDAY, FEBRUARY 7 CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

**11:30 a.m. - 12:45 p.m.**

Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100

\$63 every six months. Guests always complimentary.

**7**

### **TUESDAY, FEBRUARY 7 CHAMBER CONNECTIONS**

Chamber Connections is a dedicated leads group comprised of professionals from a variety of industries. The group helps professionals grow their business through networking and by sharing contacts, referrals and ideas

**5:30 - 7:00 p.m.**

Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100

Contact [chamberconnections@lvchamber.com](mailto:chamberconnections@lvchamber.com) or call 702.641.5822 for space availability and cost.

**8**

### **WEDNESDAY, FEBRUARY 8 VEGAS YOUNG PROFESSIONALS BIZ 101**

How can I track my customers? How does the data I collect help my business? What is the best way to utilize data I receive? Join VYP for an exciting Business 101 session, where we get you to fall in love with collecting data and discuss best practices and data utilization techniques to boost business.

**6:00 - 6:30 p.m. Registration & Dinner**

**6:30 - 7:30 p.m. Program**

Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100

\$20, exclusive to VYP members. Ticket price includes dinner.

**10**

### **FRIDAY, FEBRUARY 10 HEALTHCARE POLICY COMMITTEE**

Join the Metro Chamber, your fellow members, and key stakeholders in Southern Nevada's healthcare industry to discuss important topics relating to the delivery and quality of healthcare in the Valley.

**11:00 a.m. - 12:30 p.m.**

Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100

Free and exclusive to Metro Chamber members and their employees

**13**

### **MONDAY, FEBRUARY 13 VEGAS YOUNG PROFESSIONALS TOASTMASTERS**

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.

**6:30 - 8:00 p.m.**

Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100

Complimentary for guests  
\$63 to join, \$39 every six months.

00 - CHAMBER EVENT

00 - VYP EVENT

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SUNRISE | MOUNTAINVIEW  
SOUTHERN HILLS | SUNRISE CHILDREN'S  
Office DEPOT  
LAS Vegas CONVENTION AND VISITORS AUTHORITY  
FOGO DE CHÃO  
NEVADA Broadcasters Association  
PORTERGROUP

15

**WEDNESDAY, FEBRUARY 15**  
**VEGAS YOUNG PROFESSIONALS FUSION MIXER**  
Building your business can be all fun and games at Las Vegas local hotspot, PKWY Tavern. Sip on one of 250 beers, play exciting games, and connect with fellow young professionals at one of this city's best local hangout destinations.  
**6:00 - 8:00 p.m.**  
**PKWY Tavern**  
**9820 W. Flamingo Rd.**  
Online: \$10 for members, \$15 for non-members  
At the door: \$15 for members, \$20 for non-members

16

**THURSDAY, FEBRUARY 16**  
**CUSTOMER SERVICE EXCELLENCE RECOGNITION CEREMONY**  
The Las Vegas Metro Chamber of Commerce and the Las Vegas Convention and Visitors Authority wish to thank all of our nominees for their dedication to great customer service at our Customer Service Excellence Recognition Ceremony.  
**7:00 - 9:00 a.m.**  
**Cashman Center**  
**850 Las Vegas Blvd. North**  
Complimentary for nominees and their guests.  
Platinum Sponsors: Boyd Gaming, Cox, Southwest Airlines  
Gold Sponsors: Office Depot, Southwest Gas, Sunrise Health System  
Media Partner: KTNV Channel 13  
Program Partner: Las Vegas Convention and Visitors Authority

21

**TUESDAY, FEBRUARY 21**  
**CHAMBER VOICES TOASTMASTERS**  
See February 7

21

**TUESDAY, FEBRUARY 21**  
**CHAMBER CONNECTIONS**  
See February 7

## How to Register:

Visit [LVChamber.com](http://LVChamber.com) and click on the Events Calendar.

Call 702.641.5822.

22

**WEDNESDAY, FEBRUARY 22**  
**NEW MEMBER ORIENTATION**  
At this exclusive event for new members of the Chamber, each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.  
**11:30 a.m. - Noon Registration & Networking**  
**Noon - 1:30 p.m. Program**  
**Las Vegas Metro Chamber of Commerce**  
**575 Symphony Park Ave., Ste. 100**  
Complimentary.

23

**THURSDAY, FEBRUARY 23**  
**BUSINESS POWER LUNCHEON FEATURING U.S. SENATOR CATHERINE CORTEZ MASTO**  
The Metro Chamber is pleased to welcome U.S. Senator Catherine Cortez Masto in her first address to the business community since being elected to office in November. Masto will discuss important business issues on the federal level and give insight into the federal policy landscape.  
**11:15 a.m. - Noon Registration & Networking**  
**Noon - 1:00 p.m. Program**  
**Four Seasons Las Vegas**  
**3960 Las Vegas Blvd. South**  
\$55 - Chamber members, \$70 - Non-members, \$550 - table of ten  
Sponsors: Nevada Broadcasters Association and The Porter Group

27

**MONDAY, FEBRUARY 27**  
**VEGAS YOUNG PROFESSIONALS TOASTMASTERS**  
See February 13

28

**TUESDAY, FEBRUARY 28**  
**BUSINESS AFTER HOURS AT FOGO DE CHAO**  
Join your fellow Metro Chamber members for Business After Hours at Fogo de Chao. Treat yourself to cocktails, connections, and the authentic Brazilian churrascaria experience as you build new relationships.  
**5:30 - 7:30 p.m.**  
**Fogo de Chao**  
**360 E. Flamingo Rd.**  
Complimentary.  
Host and Sponsor: Fogo de Chao

# Chamber's Federal Contract Team Checks In:



A Special Report from the

**PORTER**GROUP™

With so much going on in Washington, D.C., I wanted to write a brief update on what I'm seeing on Capitol Hill. President Donald Trump and the Republican Congress certainly have their work cut out for them as Trump has promised to boost defense spending, improve care for veterans, protect Social Security and Medicare, launch a \$1 trillion infrastructure program, slash taxes for all income groups, and curb federal red ink — all at the same time. Complicating those initiatives are not only House and Senate Democrats, who will be forced to use their leverage to slow down Trump's agenda, but also a Government Accountability Office (or GAO, the investigative arm of Congress) report released last month that warned the country is headed toward a fiscal mess — even before any new spending programs or tax cuts are considered. Soaring costs for entitlement programs, from an aging population and rising health care costs, will combine with increasing interest payments to push the federal debt to record levels, the GAO said.

In short, there are a lot of challenges and opportunities facing policy makers in Washington which makes it imperative that the Las Vegas Metro Chamber of Commerce plays a constructive role in the legislative process going forward. Issues of particular concern include the funding and construction of Interstate 11, Yucca Mountain and nuclear storage, corporate and individual tax reform, repealing and replacing the Affordable Care Act, addressing regulatory challenges, increasing domestic and international tourism, and securing additional funding via the Urban Area Security Initiative, among others.

The Porter Group has been working diligently on behalf of the Chamber on these issues, yet I would be remiss if I didn't encourage individual members of the Chamber to engage as well. The absolute best way to do that is for you to join us in Washington in September for the annual Metro Chamber fly-in. It will take place from September 25-29, and registration is currently open with an early bird discount available until June 1. Sponsorships are also still available for companies looking to increase their exposure at events like the well-attended Las Vegas Night, the I-11 Caucus reception, and the Nevada State Dinner.

Already in 2017, the Chamber successfully hosted an event at the Porter Group offices (also unofficially known as the Nevada Embassy) to welcome the three new members of the Nevada Congressional Delegation. The event was widely attended by elected officials, their staffs, and numerous private groups. The Las Vegas Metro Chamber of Commerce has worked hard to position itself as a strong voice for Southern Nevada businesses and I look forward to continuing this important work with them in the future.

I want to impress upon you that the entire Porter Group team is here to answer questions and interpret federal action for you so don't hesitate to reach out at any time to me or a member of my staff. Looking forward to seeing you in Washington, D.C. this September!



*By the Honorable Jon Porter,  
The Porter Group*

# Splendor in the glass

— 28<sup>th</sup> ANNUAL —



**SATURDAY, MARCH 11, 2017 • 4 p.m. to 8 p.m.**

**Crimson at Red Rock Casino Resort & Spa**

\$90 Advance Reservation \$100 at the Door

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Available online at [VegasPBS.org/wine](http://VegasPBS.org/wine) (or in person at Vegas PBS)

Enjoy the tastes of up to 40 wineries and breweries courtesy of Southern Glazer's Wine & Spirits, along with a silent auction and entertainment.

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For information, please contact **Amanda Gordon**  
at 702.799.1010 x5344 or [agordon@VegasPBS.org](mailto:agordon@VegasPBS.org)

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# President's Club

**(B) Richard E. Bodager, CPA, MBA, FACMPE**  
**Chief Executive Officer - Desert Radiologists**

Richard Bodager joined Desert Radiology in 2016, bringing more than 20 years of senior level management experience from his roles as chief executive and chief financial officer for large medical practices, as well as from his involvement on several for-profit and not-for-profit boards. As CEO, Bodager provides hands-on management of daily operations, as well as oversees the company's strategic development and long-term institutional goals. He works closely with the senior management team and directs internal functions for the achievement of corporate objectives.

**(A) Al Welch**  
**Las Vegas Market President - Bank of America**

As market president, Al Welch serves as the company's enterprise leader in Las Vegas, working with company leaders across the market to deliver Bank of America's global financial services. He is the global commercial banking market executive for Nevada, Arizona, and Utah, as well as the company's commercial gaming business executive on a national basis. Welch serves as a board member for the American Red Cross of Nevada and St. Rose Dominican Health Foundation and is a member of the UNLV College of Business Executive Advisory Board.



**(D) Flo Rogers**  
**President & CEO - Nevada Public Radio**

Nevada Public Radio is the public media company that comprises of six FM stations including flagship News 88.9 KNPR, home of KNPR's State of Nevada weekday public affairs program, and the monthly city regional magazine *Desert Companion*. Rogers holds a Masters Degree in Communications from SDSU and is an award-winning radio producer with many national network credits. She has served as council chair of Leadership Las Vegas and was elected to the board of National Public Radio in 2011.

**(C) Robert Maricich**  
**Chief Executive Officer - International Market Centers**

Robert Maricich is widely recognized as one of the home furnishings industry's most innovative leaders. He was instrumental developing the strategy for the creation of International Market Centers, L.P. and for raising more than \$1 billion to fund the purchase of the International Home Furnishings Center, ShowPlace properties, and the Market Square properties in High Point, N.C. and merging them with World Market Center Las Vegas, forming the world's largest operator of premier showroom space. International Market Centers encompasses over 11.7 million square feet of world-class exhibition space.

# Spotlights

## (E) Michael Feder

### Member Partner - Dickinson Wright PLLC

Michael N. Feder, a Martindale-Hubbell® "A/V Preeminent Attorney®," is a member in Dickinson Wright's litigation department. Feder has extensive experience representing and counseling clients in commercial and business litigation matters involving, among others, banking, contracts, copyright infringement, corporate law, employment law, entertainment and sports law, franchise law, fraud, gaming, patent infringement, real estate, RICO, trademark infringement, securities law, shareholder and partnership disputes, and unfair competition. Feder serves on the Metro Chamber's Board of Trustees.



## (F) Stephen Ranck

### Managing Director - Gensler

Stephen Ranck is the managing director for Gensler's Las Vegas office and an expert in gaming and integrated resort design and planning. With more than 25 years of experience in architecture, interior architecture, and project management, he has led multiple large-scale projects around the world. He provides clients with flexible and insightful solutions for hospitality, mixed-use, integrated resort, convention center, entertainment, and educational projects.

## (G) Jim Murren

### Chairman of the Board - MGM Resorts International

Jim Murren is chairman of the board and CEO of MGM Resorts International, one of the world's leading development companies in gaming, hospitality and entertainment. Murren has enjoyed a distinguished career with the company, having held positions as executive vice president, chief financial officer and president. Prior to MGM Resorts International, he spent 14 years on Wall Street. Murren is very active in the community, and with wife Heather, founded the Nevada Cancer Institute.



## (H) Radha Chanderraj

### Counsel - Reid Rubinstein & Bogatz

Radha Chanderraj, of-counsel with Reid Rubinstein and Bogatz, practices in the areas of health care, gaming law, and estate planning. Chanderraj is a member of the State Bar of Nevada and also a licensed CPA in Nevada. For nearly ten years, Ms. Chanderraj served as a member of the Nevada Gaming Commission. Ms. Chanderraj graduated Cum Laude from the William S. Boyd School of Law (of UNLV) and holds a Masters of Business Administration from the University of California at Irvine.

# Know the Numbers

## CBER Releases Southern Nevada Business Confidence Index for Q1 2017

T

he Center for Business and Economic Research at UNLV's Lee Business School released its quarterly Southern Nevada Business Confidence Index for the first quarter of the year. The Index surged by 14.3 percent from

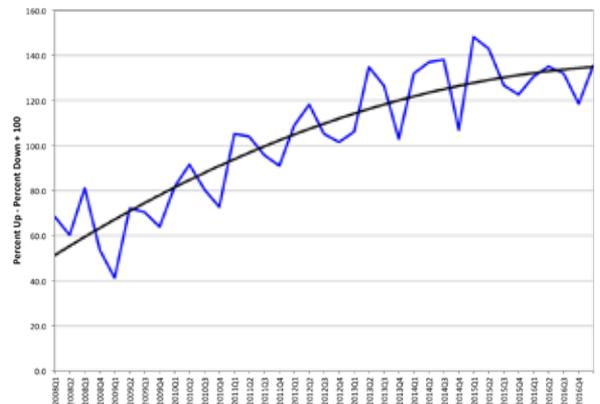
118.6 in the fourth quarter of 2016 to 135.5 in the first quarter of 2017. It includes five components: business expectations of general economic conditions in Nevada; sales; profits; hiring; and capital expenditures. All components (except for hiring) experienced significant growth from last quarter, and were ahead on a year-over-year view.

In addition, the Nevada and Clark County economies posted positive signs in their ongoing recovery and expansion efforts, with taxable sales increasing by 4.9 and 3.7 percent, respectively, for Nevada and Clark County. Gaming revenue for 2017 (year-to-date) also increased.

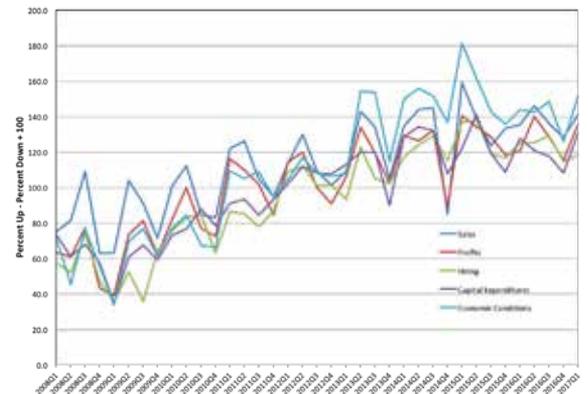
For more information or for the complete summary, visit [unlv.edu/business/cber](http://unlv.edu/business/cber).



**CBER's Business Confidence Index experienced a substantial gain, after two straight quarters of decline.**



**All five components of CBER's composite index exceeded 100 for the first quarter of 2017.**



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Replacing grass with water smart landscaping is good for your bottom line and helps the community conserve water. There's even a \$2 per sq. ft. rebate to help pay for the upgrade. But the real ROI will show up as saving on your water bill. Learn more at [snwa.com](http://snwa.com), or call 702.862.3736.



SNWA is a not-for-profit water agency

# Member News

RED - PRESIDENT'S CLUB MEMBER



## Announcements

Michael Feder, member partner at **Dickinson Wright**, has been appointed to the board of directors for the **American Red Cross of Southern Nevada**. Feder is a business litigator at Dickinson Wright and serves on the board of trustees of the Metro Chamber.

**Brownstein Hyatt Farber Schreck** promoted Alisa Nave-Worth to shareholder. Nave-Worth, a member of the firm's government relations department, has spent over a decade at the nexus of politics and government affairs.

Amber Beason has been elected a partner of **Johnson Advisors**. Beason began her public accounting career at the firm in 2005.



**Fisher Phillips LLP** announced that David Dornak and Whit Selert were each elected as partners for the prominent labor law firm.

**WGU Nevada** is offering busy adults making education-based resolutions \$500,000 in scholarships. Students who apply to WGU by March 31, 2017, are eligible to apply for the New Kind of You Scholarship, which provides up to \$2,000 per student for up to 250 students. Apply at [wgu.edu/newyou](http://wgu.edu/newyou).

**Howard & Howard Attorneys PLLC** announced that Stephanie Buntin, Ellen Ernst, Robert Hernquist, and Nolan Yaldo have all become shareholders in the firm.

**Houldsworth, Russo & Company** promoted Jessica Sayles, CPA to managing principal and Lynn Myers, CPA to principal.

**TravelZeeky** expanded its operations by now offering discounted flights and rental cars. The group travel solutions company is now a turn-key solution to help the community.

## Congratulations

**Dignity Health-St. Rose Dominican** announced that both its Rose de Lima and Siena campuses have been recertified with The Joint Commission's Gold Seal of Approval and the American Heart Association/American Stroke Association's Heart-Check mark for Advanced Certification for Primary Stroke Centers. The Gold Seal of Approval and the Heart-Check mark represent symbols of quality from their respective organizations.

**Nathan Adelson Hospice** is one of six award recipients of the 2016 Performance Excellence Program with the Southwest Alliance for Excellence. The non-profit hospice is being honored in the Achievement category.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

## Community Service

**United Way of Southern Nevada** received a three-year grant from **Snell & Wilmer** to provide children a quality early education and provide caregivers with workforce development opportunities through the UWSN Neighborhood Network program.

## Upcoming Events

**Three Square Food Bank** is holding a volunteer night on Tuesday, February 21. The volunteer night will include sorting and bagging food for Las Vegas children to fight to end childhood hunger. For more information, visit [threesquare.org](http://threesquare.org).

**Vegas PBS** and Work for Warriors are hosting a Veteran and Families Hiring event on February 22. Local employers will be on-hand to meet and greet with veterans and their families who are searching for a career. The fair will be held at the Vegas PBS campus. For more information, visit [vegaspbs.org](http://vegaspbs.org).

## Wheeling and Dealing

**Boyd Gaming** completed its acquisition of the Las Vegas assets of **Cannery Casino Resorts**. The addition of both properties expands Boyd Gaming's presence to 12 properties in Southern Nevada, and 24 properties nationwide.

**City National Bank** has signed a 10-year lease extension on its Las Vegas Regional Center in Summerlin. City National also received additional rooftop signage facing south of the Class "A" building, located at 10801 West Charleston Blvd.

**Commercial Executives Real Estate Services** represented Corley, LLC in the sale of 28,762-square-foot of office space located at 1700 Horizon Ridge Pkwy. The transaction is valued at \$4,950,000.

## HOW DO YOU REWARD GREAT CUSTOMER SERVICE?



Customer Service Excellence is a free turnkey program that helps you recognize the customer service all-stars in your business.

- Easy ways to nominate
- Recognition programs and ceremonies
- Customer and staff engagement materials provided

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[LVCHAMBER.COM/CSE](http://LVCHAMBER.COM/CSE)

For more information on enrolling your company in the program, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.

Program Partners:



# Ribbon Cuttings

**PC** - President's Club    **\$** - Chamber Member Discount



## **BRAIN BALANCE**

Brain Balance announced its second location and grand opening. It is a drug-free, non-medical approach that combines physical and sensory exercise with academic skill training and a clean-eating nutrition system to improve individual performance and social behavior with children. Call 702.778.9500 or visit [brainbalancecenters.com](http://brainbalancecenters.com).



## **SHANGO LAS VEGAS**

Shango Las Vegas held its grand opening for its flagship location in Las Vegas. With five locations in Oregon, Shango Las Vegas is poised to become a leader of the cannabis industry. It offers a full range of award-winning cannabis products including flowers, concentrates, and cannabis-infused specialties. Call 702.635.0995 or visit [goshango.com](http://goshango.com).



## **DAVIS FUNERAL**

Davis Funeral celebrated its one-year anniversary with an open house and seminar at 1401 S. Rainbow Blvd. Davis Funeral Homes is a trusted source for funeral, cremation, pre-planning, cemetery, and memorialization services in Las Vegas and surrounding areas. Call 702.383.2900 or visit [davisfuneralservices.com](http://davisfuneralservices.com).



## **SENIOR PAGEANTS GROUP DBA MS. SENIOR USA**

Senior Pageants Group dba Ms. Senior USA honors and celebrates the accomplishments of women over 60 years of age. As an organization, it seeks to empower women of all ages, nations, and cultures to strive for equality and achieve their personal best to make real and meaningful changes. Call 800.225.0274 or visit [mssenior.org](http://mssenior.org).



## **HOULDSWORTH, RUSSO & COMPANY**

Houldsworth, Russo & Company commemorated its 20-year anniversary. It offers businesses a wide variety of services including accounting, tax planning and preparation, and audits. Its business services include executive coaching, strategic planning, and profitability enhancement. Call 702.269.9992 or visit [trusthrc.com](http://trusthrc.com).



## **GOODWILL OF SOUTHERN NEVADA**

Goodwill of Southern Nevada opened its newest Goodwill select drive-thru donation center and retail store, located at 5110 Blue Diamond Rd. Visit [sngoodwill.org](http://sngoodwill.org).

SPONSORED BY:



To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



**NEVADA RURAL HOUSING AUTHORITY**

Nevada Rural Housing Authority celebrated its ribbon cutting and open house with staff, family, friends, State Senator Manendo, and more. Since 1973, Nevada Rural Housing Authority has been serving the housing and economic development needs of rural Nevada. Call 702.992.7215 or visit nvrural.org.



**RED ROCK POINT RETIREMENT RESORT**

Red Rock Point Retirement Resort, located at 4445 S. Grand Canyon Dr., announced its ground breaking. Its luxurious, all-inclusive resort style communities have been developed specifically to provide a relaxing retirement lifestyle. Visit rcommunities.com.



**LV CRIMINAL DEFENSE**

Before opening LV Criminal Defense, Nick Wooldridge, Esq. practiced in New York City, where he built a solid reputation for his clients, which included international infamous cyber hackers as well as provided counsel on matters related to the 2013 Boston Marathon bombing. Call 702.623.6362 or visit lvcriminaldefense.com.



**LIVING SPACES FURNITURE**

Living Spaces Furniture, located at 700 S. Rampart Ave., celebrated its grand opening with several team members, Metro Chamber members, and community leaders. Living Spaces Furniture has 18 stores in three states, with Las Vegas being the first in Nevada for the company. Call 877.266.7300 or visit livingspaces.com.



**MDL GROUP**

MDL Group provides services including property management, facilities management, brokerage and leasing, real estate investment advisory, construction management, and development services. Call 702.388.1800 or visit mdlgroup.com.



**ALCOHOL DADDY**

Alcohol Daddy is Las Vegas' premier alcohol awareness training school, offering alcohol cards for a variety of employment positions, including bartenders, security personnel, servers, liquor store employees, and many others working in the hospitality industry. Call 888.860.3031 or visit alcoholdaddy.com.



# Legislative Resources for Metro Chamber Members: **WE ARE HERE FOR YOU**

**D**

uring the legislative session, the Metro Chamber will be offering several important legislative resources for its members that will provide the most up-to-date information on legislation affecting Nevada's employers and employees.

The theme of the Metro Chamber's 2017 legislative agenda is "Why Business Matters," and highlights the important role and contributions that employers, entrepreneurs, and employees play in Nevada's economy. The legislative priorities focus on ensuring that Nevada maintains a pro-prosperity economic climate that fosters business growth and job creation. The legislative priorities also include K-12 education, workforce alignment initiatives, economic development efforts, and transportation infrastructure investment.

One of the most important and valuable resources to our members is The Rundown. Beginning the week of February 6, The Rundown will be sent to you on a weekly basis every Friday, with a legislative recap of business-related bills, which will include a brief summary of the legislation, its status, and the position taken by the Metro Chamber. The Rundown will also provide members with information on small business bills and updates relating to the Southern Nevada Forum priorities.

The Metro Chamber is pleased to announce a new Government Affairs benefit for all members: the Carson City Call. This monthly legislative call will provide members an update on the latest from the 2017 Legislature from the Metro Chamber's Government Affairs team. The call will be held on the first Tuesday of every month during the legislative session, beginning February 7, at 11:00 a.m.

Also, during the legislative session, the Paul Call will be offered to President's Club members on a bi-weekly basis starting the week of February 6. This bi-weekly call will be held every other Thursday from 11:00 - 11:30 a.m. During these calls, the Metro Chamber's Vice President of Government Affairs, Paul Moradkhan will provide President's Club members the most update legislative information from Carson City. Please contact Danica Torchin at [dtorchin@lvchamber.com](mailto:dtorchin@lvchamber.com) with any questions about either call.

The Metro Chamber's Political Affairs Committee will also reconvene during the legislative session. These weekly meetings will provide members with in-house government affairs teams in Carson City an opportunity to discuss business related issues as they happen on the ground. Invitations will be sent shortly from the government affairs department. For more information or questions, please contact Justin Harrison at [jharrison@lvchamber.com](mailto:jharrison@lvchamber.com).

The Metro Chamber Legislative Office will reopen in Carson City during the legislative session, with a full-time staff in Carson City to provide you with the most updated information as possible. The Metro Chamber has the most comprehensive full-time representation during the Legislature of any business organization in Nevada.

Finally, the Metro Chamber will periodically issue "Carson City Alerts" on key legislation that directly impacts employers. These alerts will urge you to contact your legislators and share with them your support or opposition on specific legislation. Your engagement helps amplify the voice of business. Working together, we can ensure Nevada remains a great place to build and grow a business.

Stay up-to-date by following the Metro Chamber @LVChamber.



# PERSONALIZED SOLUTIONS MAKE SATISFIED CUSTOMERS.



We work with you to provide the right technology for your business. That type of service has earned us high marks from our customers. Get maximum Internet download speed options up to 10 Gigs, and choose from several voice solutions that scale as your business grows.

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\*Offer ends 4/30/2017. Available to new subscribers (excluding government agencies and schools) of Cox Business Internet<sup>SM</sup> 25 (max. 25/5 Mbps) and VoiceManager<sup>SM</sup> Unlimited. Service fees for this bundle are \$99/month for the entire term. Offer requires 3-year service term. Early termination fees may apply. Standard rates apply thereafter. Unlimited long distance plan is limited to direct-dialed domestic calling and is not available for use with non-switched circuit calling, auto-dialers, call center applications and certain switching applications. Prices exclude equipment, installation, taxes, and fees, unless indicated. DOCSIS<sup>®</sup> 3.0 modem required for optimal performance. Speeds not guaranteed; actual speed may vary. See [www.cox.com/internetdisclosures](http://www.cox.com/internetdisclosures) for complete Internet Service Disclosures. Rates and bandwidth options vary and are subject to change. Phone modem provided by Cox, requires electricity, and has battery backup. Access to E911 may not be available during extended power outage or if modem is moved or inoperable. Discounts are not valid in combination with or in addition to other promotions and cannot be applied to any other Cox account. Offer is non-transferable to a new service address. Services not available in all areas. †Cox Business Visa<sup>®</sup> Prepaid Card available with qualifying new services ordered and activated between 1/2/2017 and 4/30/2017 with minimum 30 days after install. Online redemption required following instructions to be mailed to customer after service activation. Online information to be submitted no later than 5/31/2017. Void where prohibited. Limit one Prepaid Card per customer; total not to exceed \$200. Allow 6-8 weeks after redemption for delivery. Cards issued by MetaBank<sup>®</sup>, member FDIC, pursuant to a license from Visa U.S.A. Inc. Cardholders are subject to terms and conditions of the card as set forth by the issuing bank. Card does not have cash access and can be used anywhere Visa debit cards are accepted within the U.S. only. Cards valid through expiration date shown on front of card. Valid in U.S., U.S. territories and Puerto Rico. Offer subject to modification or withdrawal at any time without notice. Other restrictions may apply. Cox received the highest numerical score among 7 providers evaluated in the very small business segment of the J.D. Power 2016 Business Wireline Satisfaction Study, based on 3,324 total responses, measuring customer perceptions of their current wireline provider, surveyed in April-June 2016. Your experiences may vary. Visit [jdpower.com](http://jdpower.com). © 2017 Cox Communications, Inc. All rights reserved.

# WELCOME NEW MEMBERS!

Welcome to the newest members of the Las Vegas Metro Chamber of Commerce. Please be sure to meet them at an upcoming event, or check out their business online at [LVChamber.com](http://LVChamber.com) on the member directory.

## PRESIDENT'S CLUB:

Anaplan  
Manheim Nevada

Penta Building Group  
Reid Rubinstein & Bogatz,  
Attorneys at Law

75 Degrees, LLC  
Best Version Media  
CGW Group  
Colonial Life Insurance  
Cyber Security For Seniors Project  
DeVry University  
Dynamic Sports Development  
Escapology  
Express Air Medical Transport  
Gardner Company

Huntington Learning Center  
Inspirion Insurance Solutions  
Jason Allen Realty Group  
Kangamoo Indoor Playground  
Law Office Of Roger A Giuliani P.C.  
Los Cucos Mexican Cafe  
Marketing Mix One, LLC  
Neat Healthy Home Products  
Nexeo Staffing  
Primm Valley Resorts

Silver Sevens Hotel & Casino  
Telepacific Communications  
The Company Majestic  
The Shade Store  
Town Square Sleep Number  
Training For Results LLC  
Unify Financial Credit Union  
UPS  
Western Risk Insurance Agency  
Zem Media

Members joined from December 15, 2016 to January 15, 2017

Connect with your digitally overloaded  
customers through direct mail.

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Info@DigitalLizard.com  
702.852.3400

# Vegas Young Professionals

## Upcoming Events

### **WEDNESDAY, FEB. 8 BIZ 101: FALL IN LOVE WITH BIG DATA**

How can I track my customers? How does the data I collect help my business? What is the best way to utilize data I receive? Join VYP for an exciting Business 101 session, where we get you to fall in love with collecting data and discuss best practices and data utilization techniques to boost business.

6:30 – 8:00 p.m.

Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave.,  
Ste. 100

\$20, exclusive to VYP members

### **WEDNESDAY, FEB. 15 FUSION MIXER AT PKWY TAVERN**

Building your business can be all fun and games! Get excited for the next VYP Fusion Mixer at Las Vegas local hotspot, PKWY Tavern. Sip on one of 250 beers, play exciting games, and connect with fellow young professionals at one of this city's best local hangout destinations.

6:00 – 8:00 p.m.

PKWY Tavern

9820 W. Flamingo Rd.

Online: \$10 for members,  
\$15 for non-members

At the door: \$15 for members, \$20 for non-members

**Register for these events at VegasYP.com.**

## BEING DATA DRIVEN - HOW THE NUMBERS CAN MAKE OR BREAK YOU

By Matthew Lindsey, Entrepreneur & Vegas Young Professionals Marketing Chair

Gone are the days of running business purely on instinct and experience. Thanks to the tech boom, we have ushered in an era of perfectly manicured campaigns, spreadsheets, and painstaking calculations of ROI. The principle of collecting data to make informed decisions is nothing new, however, it has been recently propelled into the mainstream and become an absolute necessity to remain relevant. The process of data collection isn't expressively romantic, however the outcome and the power it gives you makes up for its lack of seduction.

According to a recent study by IBM, 90 percent of the world's data has been created in the last two years. That statistic alone makes me want to be on the right side of history when it comes to analyzing, quantifying, and understanding data to drive business growth.

### **HOW NUMBERS WORK FOR YOU:**

#### **Understand your market position**

"Running the numbers" often can help you to determine what's working and what isn't. The faster you can make a course-changing decision, the faster you can mitigate damage and stay ahead of the curve. Additionally, with a few core pieces of information on your competition, you can evaluate

how you stack up.

#### **Set clear and attainable goals**

Using data can help you plan and position your human capital, financial resources, and execute strategic action plans for your business.

#### **Analyze, Adjust, Achieve**

Using data and analytics at the core of your operations can offer immediate problem solving results and provide valuable insight to anticipate future obstacles and opportunities.

### **THE POWER IS IN THE NUMBERS- USING NUMBERS TO FORECAST**

I love the proverb, "That which gets measured, gets managed."

Measuring data is far more than manipulating spreadsheets. It is about understanding your customers on a very fundamental level, so you can predict behavior. Everyday examples include your FICO score, what posts you see on Facebook, and even the last election.

With great responsibility comes great power. It's important to be wary of "cherry-picking" (the act of sampling the data to reflect your intended outcome, or only paying attention to the data sets that support your argument and leaving out the



# Fusion Mixer



**PUBLIC HOUSE**  
*inside*  
**THE VENETIAN**



Nearly 100 Vegas Young Professionals members raised a glass to a new year of networking, building connections, and professional development opportunities at the first fusion mixer of the year at Public House, inside the Venetian. **Photo Credit:** *Kristina Alexis Photography, VYP mixer photographer*



information that doesn't). We must honor the data and make unbiased decisions based on what it's actually telling us, not what we want it to say.

Understanding these numbers yields two benefits: an immediate competitive advantage over the "uninformed" you and analyzing the data to predict your customers' needs and buying behaviors. Being able to understand and answer why, how, and when your customer will buy will give you the ability to serve them exactly what they need before they even realize they need it.

### **HOW TO BECOME A DATA DRIVEN COMPANY**

The commitment to become data-driven must be embedded in your

company's DNA. Making the strategic decision to be data-informed will empower you to make calculated decisions faster, more accurately, efficiently, and confidently.

Here are a few recommended resources by trusted colleagues and myself to get you started:

#### **Apps:**

- Google analytics - Website analytics
- Hootsuite - Social media management
- Serpstat - Keyword research, content ideation, and competitor research
- Getapp.com - 5,000+ apps to help grow your business using data

#### **Top Data Podcasts:**

- Freakonomics
- IBM Big Data & Analytics Hub
- Measured Direction Podcast

#### **Top Data Books:**

- Everydata: The Misinformation Hidden in the Little Data You Consume Every Day - John H. Johnson
- Big Data: A Revolution That Will Transform How We Live, Work and Think - Viktor Mayer-Schonberger & Kenneth Cukier
- Social Media Analytics: Effective tools for Building, Interpreting, and Using Metrics - Marshall Spender

# The Final Word

## JANUARY ACCOMPLISHMENTS

**I**f January was any indicator for how 2017 would pace, the Metro Chamber is ready to go for a busy, jam-packed, and productive year! During January, the Chamber hosted a powerful and insights-driven Preview Las Vegas and prepared for the Nevada State Legislature, which begins February 6. It also provided other programs driven to give members the information and connections they need to power their success. Here are just a few of the ways the Metro Chamber worked for you in January:

- Welcomed the business community to Preview Las Vegas 2017 at the Thomas and Mack Center, where nearly 1,900 attendees connected with one another on the sold-out exhibit floor and heard from business experts - including the Vegas Golden Knights, the Las Vegas Convention and Visitors Authority, Brookings Mountain West and the Brookings Institution, Intel, Hyperloop One, the Governor's Office of Economic Development, and the Stat Pack Live - on Nevada's economic and business outlook for 2017.
- Engaged with Southern Nevada's elected officials, key stakeholders, and business community leaders to discuss priorities for the region during the Southern Nevada Forum.
- Connected members to Lieutenant Governor Mark Hutchison, who shared his thoughts about the issues impacting the state and the business community at Cocktails & Conversations at Valley Electric Association.
- Invited new members to the Metro Chamber, and gave them resources to connect to the business community and utilize their Chamber membership at the New Member Orientation.
- Discussed how to do business with the federal government and gave members one-on-one opportunities with key suppliers and prime contractors at the NASA Regional Small Business Forum, co-presented by Arcata Associates Inc.
- Created new connections with fellow young professionals for the first YYP Fusion Mixer of the year at Public House, inside the Venetian.
- Kicked off the spring semester of Chamber University with information on business strategies for 2017, the benefits of marketing automation and the state sponsored college savings bill.
- Heard from President and CEO of Fremont Street Experience, Patrick Hughes, at Vegas Young Professionals' Bigwig Lunch Time.
- Hosted a pre-legislative round table to discuss issues and priorities at the 2017 Legislature.
- Received insight on what to expect from our local municipalities and the State of Nevada during the Las Vegas State of the City Address, sponsored by the Metro Chamber; the North Las Vegas State of the City Luncheon, which the Metro Chamber co-presented; and the State of the State Address and Henderson State of the City Address, which the Metro Chamber attended.
- Hosted a discussion on the reorganization of the Clark County School District, and plans for the school district's future, during Focus Las Vegas at Desert Research Institute.
- Kicked off recruitment season for Leadership Las Vegas and Leadership Advance, Classes of 2018. Applications for both programs are now open, and available for download at [leadership.vegas](http://leadership.vegas).



# THE COST OF PEDIATRIC HEALTH



4 out of 5 deaths in children under age 5 are caused by infectious, neonatal, or nutritional conditions

## 10,380 PER YEAR

Approximately 10,380 children under the age of 15 will be diagnosed with cancer in 2016.

## 5.5%

WITHOUT INSURANCE

5.5% of children under 18 years old don't have health insurance.

### Ways to Get Help



Talk with your doctor



Vaccinate your children. Immunizations save lives.



Learn more about Pediatric Health



Save on medications with Nevada Drug Card

### Savings with Nevada Drug Card

		RETAIL PRICE	DISCOUNTED PRICE	% OFF
Azithromycin 100mg/5ml	15ml(1bottle)	\$40.34	\$31.49	22%
Montelukast 10mg TAB	30qty	\$36.52	\$33.16	9%
Vigamox 0.5%	3ml(1bottle)	\$187.29	\$162.67	13%
APAP/Codeine 120/12mg	5ml(1pack)	\$18.22	\$6.44	65%
Methylphenidate HCL 5mg TAB	30qty	\$19.90	\$15.27	13%
Mupirocin 2% Cream	15g(1tube)	\$154.82	\$87.05	44%
Dextroamph/Amph 20mgTAB	30qty	\$45.60	\$32.90	28%

\*Discounted prices were obtained from Walmart pharmacy in September 2016. Prices vary by pharmacy and region and are subject to change.

### For More Information



For more information or to order hard cards, please contact:  
Suzanne Domoracki  
suzanne@nevadadrugcard.com



## Pharmacy Coupon | Prescription

Compliments of

Coupon MBR ID: Enter Year & Time  
(Example Year 2016; Time 9:14; Enter ID 20160914)

RxGRP: NVRX

RxBIN: 610709

This coupon has no expiration date and is reusable on Brand and Generic Rx's. Savings can be as high as 75%.

PATIENT INSTRUCTIONS: This card/coupon is pre-activated and can be used immediately. Present this card/coupon to any participating pharmacy to receive a discount on prescription medications.

PHARMACEUTICAL INSTRUCTIONS: Submit as a primary claim (cannot be processed as secondary) using the following pharmacy processing information. For processing questions and comments please call the Pharmacy Helpline below.

Customer Service: 877-321-6755 Pharmacy Helpline: 800-223-2146

The program is not insurance. This is a point-of-sale discount plan.

# U.S. SENATOR CATHERINE CORTEZ MASTO

ADDRESSES THE METRO CHAMBER FOR A SPECIAL  
**BUSINESS POWER LUNCHEON**



## FEBRUARY 23, 2017

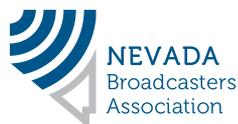
Four Seasons Las Vegas  
3960 Las Vegas Blvd. South

**11:15 A.M. - Noon:** Registration & Networking  
**Noon - 1:00 P.M.:** Program

**\$55: Members | \$70: Non-members | \$550: Table of 10**

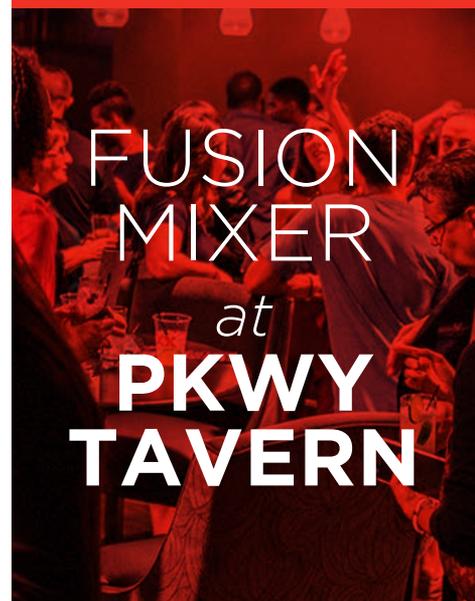
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TO REGISTER OR FOR MORE INFORMATION,  
CALL 702.641.5822 OR VISIT [LVCHAMBER.COM](http://LVCHAMBER.COM)

FEBRUARY 2017



FUSION  
MIXER  
*at*  
**PKWY  
TAVERN**

**Wednesday, February 15**  
**6 - 8 p.m.**  
PKWY Tavern  
9820 W. Flamingo Rd.

Register now at  
[VegasYP.com](http://VegasYP.com)